



Think Pink.

So you're seeing this colour EVERYWHERE. It is sort of blush but kind of dusty with an undertone of salmon and just a hint of apricot. Your cool friends are already being seen in it and the less than cool ones are only pretending to know it. Confused much? Say hello to Millennial Pink, the colour of the moment! Pinks of all manners have been in the spotlight for the past couple of years. The obsession began when rose gold gained major traction in the fashion world over plain gold and silver, and at about the same time, Pinterest addicts started seeing rose quartz-coloured objects pop up all over the place. There is no sign of it dying down so you better keep up!

Some may consider pink too girly, too sweet and most appropriate for tiny tots. However, it has been deemed as the hue du jour the world over. The obsession is all-pervasive, mind you. The truly fashion forward are not only wearing it, painting their dressing rooms with it, but also eating and drinking it! No more just a fashion choice, choosing pink has almost become a lifestyle choice for many and how!

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*Keeps Clothes
Bright Like New**



Keep Shining, Always